

Amendments to the Specification:

Please replace the paragraph beginning on page 2, line 4, with the following paragraph:

Besides brick and mortar video rental chains, there are now Web based video businesses such as ~~www.imdb.com~~ the WWW.IMDB.COM Web site and ~~www.netflix.com~~ the WWW.NETFLIX.COM Web site, for example. ~~Imdb.com~~ The WWW.IMDB.COM Web site is a video business-to-consumer Web site that allows customers to build a wish list and review/rate movie titles. This Web based video rental business does not track customer rental history, credentials, or provide services to other rental businesses. ~~Netflix.com~~ WWW.NETFLIX.COM Web site is a Web based video rental cyberstore for DVDs. Again, this business tracks local customer information only, and cannot access it's customer rental history or credentials outside of its business boundaries.